

GOVERNOR (1985-1993 : BANGERTER) ^[446]

ALERT FOUNDATION RECORDS, 1986-1991

0.4 cu. ft. and 2 microfilm reels

DESCRIPTION: This series contains the organizational papers, minutes, and financial records of the ALERT Foundation, a corporation established as part of Governor Bangerter's plan to reform education. On December 18, 1985, Governor Bangerter declared a "State of Alert" in Utah education. In May of the following year the ALERT (Agenda for Leadership in Educational Resources for Tomorrow) Foundation was incorporated as a non-profit corporation. The foundation was:

organized to receive and maintain a fund or funds of real or personal property or both for the following specific uses and purposes:

- (1) To study problems and needs in education.
- (2) Managing growth in education.
- (3) Improving the quality of education.
- (4) Studying, managing and planning the inter-relationship of education and economic development.
- (5) Studying the inter-relationship of higher education institutions and public and higher education institutions and activities. (Incorporation articles, p. 2)

Governor Bangerter and his wife were established as president and vice-president, respectively of the foundation. Michael Leavitt was named chairman. Delpha Baird was later hired as coordinator. The incorporation records are included in the series as are the minutes of the executive committee which was active from September 1986 to February 1987.

The Foundation established three objectives: 1) to educate public opinion to support increased

taxes and positive changes in the educational system. 2) to mobilize the public to urge state legislators to support a comprehensive package of legislation providing for basic educational reforms and increased taxes. 3) to lobby state legislators to vote for that legislation. To achieve these objectives, the Foundation organized an advertising campaign. The purpose of the campaign was "to alert the public to the impending crisis facing Utah education." The group sought enlistments from individuals; that is, individuals were encouraged to endorse the ALERT philosophy, contact their legislators, and make a donation to the ALERT Foundation. The objectives and strategy are detailed in the series. Recruiting included media advertising and the hiring of marketing firms to do mass mailings and telemarketing. The Foundation also had a fund raising dinner, orientation sessions, public meetings, and a speaker's bureau. Financial records, including ledgers, invoices, and billing statements document the expenditure of funds on this campaign as well as deposits of donations generated by the campaign. The series also includes copies of the newspaper clippings generated, the printed materials produced, and audiovisual materials created.

The administrative records of the Foundation also form part of the series and include bank statements, furniture rental, tax information, accounting services, and workers compensation records. The executive committee last met in February 1987 and closed the office. The bank account was eventually closed in May 1989 and the bulk mailing permit lapsed for non-use in November of that year. The corporation was involuntarily dissolved for failure to file an annual report in July 1989. Correspondence with the IRS regarding tax filings continued into 1991.

ARRANGEMENT: The series is arranged alphabetically.

RELATED RECORDS: Series 12410, EDUCATION RECORDS, contains other records on educational programs from 1987 to 1992.

PROCESSING NOTE: The records were transferred to the Archives in October 1989 and appraised in November 1989. The series was scheduled, classified, and archivally processed by A.C. Cone in February 1994. The paper records were microfilmed in May 1994, with the originals destroyed thereafter as they lacked intrinsic value. The audiovisual materials were stored separately as they represent particular preservation problems.

CONTAINER LIST

Reel	Folder	Description
1	1	Accu-Trac Accounting billing statements
1	2	Advertising
1	3	Advisory Board
1	4	AT&T equipment rental agreement and invoices
1	5	Bank statements

Reel	Folder	Description
1	6	Bel-Style Furniture rental agreement
1	7	Campaign time-line
1	8	Copy-right duplicating services invoices
1	9	Corporate dissolution
1	10	Correspondence
1	11	Deposits
1	11	Documentary: "Letters from our Children," motion picture [see box 1 fd. 1]
1	12	Documentary: "Letters from our Children," production papers
1	12	Documentary: "Letters from our Children," videocassettes [see box 1 fd. 2-4]
1	13	First Tuesday Advertising & Public Relations invoices
1	14	Fund raising dinner
1	15	Incorporation articles
1	16	Leavitt Group invoices
1	17	Ledger sheets
1	18	Mailing permit
1	19	Mailing and telemarketing lists
1	20	Meeting schedules
1	21	Minutes
1	22	Moench Printing/Mailing invoices
1	23	Mountain Bell billing statements
1	24	Newspaper clippings
1	25	Newspaper clippings
2	26	Newspaper clippings
2	27	Nice Corporation telemarketing invoices
2	28	Objectives
2	29	Officers and Trustees
2	30	Orientations
2	31	Printed material
2	32	Public meetings
2	33	Reform package
2	34	Response
2	35	Revenue comparisons
2	36	Speakers Bureau
2	37	Student ALERT
2	38	Tax information
2	39	Workman's compensation
Box	Folder	Description
1	1	Documentary: "Letters from our Children," Motion picture film reel, 16mm
1	2	Documentary: "Letters from our Children," VHS videocassette
1	3	Documentary: "Letters from our Children," VHS videocassette

Box	Folder	Description
1	4	Documentary: "Letters from our Children," VHS videocassette